

**For Immediate Release**

**Modern Luxury announces a new magazine - The Atlantan - premiering in Atlanta in 2006**

LOS ANGELES< Modern Luxury Magazines CEO Michael Kong, president Stephen Kong and group publisher John Carroll announced today that the company will develop and launch a new luxury lifestyle magazine, The Atlantan, in 2006.

The exact details of the magazine have yet to be disclosed.

<sup>3</sup>Atlanta is one of the hottest and fastest-growing markets in America today,<sup>2</sup> says Michael Kong. <sup>3</sup>There are already some very good, traditional magazines being published in this city, but nothing that has the kind of edge and sex appeal that we will bring with this new magazine. Our top 200 national advertisers, many of whom run in our eight other markets, have been asking us for about two years to bring a Modern Luxury magazine to Atlanta.

For the past year, we've spent a lot of time with focus-groups, circulating our product among some of the most important and influential Atlantans, and we've found the market to be extremely enthusiastic about such a publication.<sup>2</sup> The Atlantan will be a large format (10<sup>2</sup> X 12<sup>2</sup>), glossy, ultra-luxury magazine that will cater to Atlanta's wealthiest and most sophisticated residents.

Modern Luxury Magazines was founded in 1993 by brothers Michael and Stephen Kong in Chicago. Currently, the company publishes magazines and maintains offices in Chicago, Los Angeles, New York, Orange Co., San Diego, Dallas, Houston and Washington, D.C. Last November, Modern Luxury partnered with Shamrock Capital Advisors, the private equity fund of the Roy E. Disney family.

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